

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Brian Axe et al.  
Serial No. : 10/656,917  
Filed : September 5, 2003  
Title : IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC  
COMPETITIVE ADS

Art Unit : 3622  
Examiner : Namrata Boveja  
Conf. No. : 8377

**MAIL STOP AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

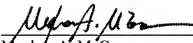
INFORMATION DISCLOSURE STATEMENT

Applicants request consideration of the references listed on the attached PTO-1449 form. Under 37 C.F.R. § 1.98 (a)(2)(ii), only copies of foreign patent documents and/or non-patent literature are enclosed. A copy of a communication from a foreign patent office in a counterpart application is also enclosed.

This statement is being filed before the receipt of a first Office Action on the merits. No fee is believed due. Nonetheless, please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: September 26, 2007

  
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